



# CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Approve Transfer Agreement between City of Lodi and San Joaquin Regional Transit District and Authorize the City Manager to Execute Said Agreement

MEETING DATE: November 19, 1997

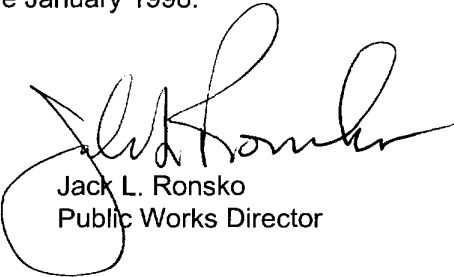
PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council approve the transfer agreement concept between the City of Lodi and San Joaquin Regional Transit District (SMART) and authorize the City Manager to execute said agreement.

BACKGROUND INFORMATION: The City of Lodi, in an effort to make riding transit more attractive and economical, has proposed a transfer agreement with SMART to provide easier connections to and from the GrapeLine. The agreement will be for a pilot program (January 1998 through June 1998). Similar to the one we currently have with South County LINK, staff will provide Council with quarterly reports similar to reports we will be doing on the LINK pilot program. GrapeLine shares many stops with SMART already, which makes this program very workable. The staff of both agencies had no difficulty reaching a consensus regarding this proposal.

On November 4, 1997, SMART's Board of Directors authorized its General Manager to direct, finalize and execute a transfer agreement. Please see the attached memo from SMART, dated October 31, 1997, regarding the details of the program. The agreement will be written around the details of this program. The agreement needs to be executed before January 1998.

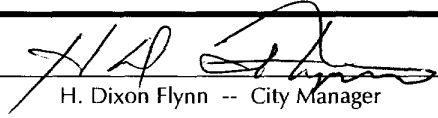
FUNDING: Not applicable.

  
Jack L. Ronsko  
Public Works Director

Prepared by Carlos Tobar, Transportation Manager  
attachment

cc: James Brown and Associates  
San Joaquin Regional Transit District

APPROVED: \_\_\_\_\_

  
H. Dixon Flynn -- City Manager

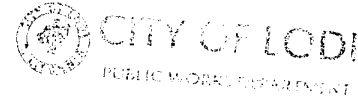


San Joaquin Regional Transit District  
1533 East Lindsay Street  
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## INTER-OFFICE MEMO

October 31, 1997

TO: BOARD OF DIRECTORS  
FROM: JERALD L. *[Signature]* THOMAS, GENERAL MANAGER/CEO  
SUBJECT: SMART INTERCITY/LODI GRAPELINE TRANSFER COORDINATION PILOT PROGRAM



RECOMMENDATION: APPROVE RESOLUTION TO IMPLEMENT SMART INTERCITY/LODI GRAPELINE TRANSFER COORDINATION PILOT PROGRAM

LEAD STAFF: PAUL J. KEENER, DIRECTOR OF SERVICE DEVELOPMENT

### DISCUSSION:

As the regional transit provider in San Joaquin County, SMART is committed to providing efficient transit service to the public at an affordable price. The Long Range Transit Plan: 2020 Mobility Vision, approved by the Board in February 1997, indicates that one of the future directions of the District is to continually work toward providing a seamless transit system within the County. This process involves continuing interagency collaboration. The goals of interagency collaboration are:

1. To promote ridership by providing greater passenger convenience;
2. To provide a simplified fare structure for passengers.
3. To increase ridership by encouraging higher number of transfers on the participating systems;

As a further step toward a seamless system, San Joaquin Regional Transit District (SMART) and the City of Lodi have proposed a pilot program, SMART Intercity/Lodi Grapeline Transfer Coordination. Since the beginning of SMART's Intercity and Lodi Grapeline services, the two operators have made an effort to coordinate routes and schedules. SMART's Intercity and Grapeline buses meet at the same location in downtown Lodi, with coordinated pulse times on most trips. Both SMART and the City of Lodi have realized the need and benefits to pursue further interagency coordination. The pilot

program is expected to serve the following purposes:

1. To better understand the ridership and transfer characteristics of the SMART Intercity and Grapeline systems in Lodi area;
2. To explore potential for greater coordination;
3. To determine the cost associated with the transfer coordination;
4. To provide a direction for the further development of a coordinated transit system within the County.

In order to determine the current number of SMART - Grapeline transfer passengers and estimate revenue impact, a passenger survey was conducted by SMART Intercity and Grapeline in the Lodi area on September 16 and 17, 1997. The survey results indicate there are approximately 14% of Lodi passengers transferring between SMART Intercity and Grapeline bus routes. The survey also provides information on trip purpose, fare types and passenger characteristics.

### ***PROGRAM DESCRIPTION***

Currently, SMART and Grapeline passengers are paying full fares on each system. With the Pilot Program, the transferring passengers will obtain a transfer and use the transfer (and the cash balance, if applicable, as illustrated on Tables 2 and 3) to board the other operator's bus within the two-hour transfer time. Drivers will collect the transfers. SMART's single-ride and ten-ride passes are treated the same as cash fare.

It is proposed that the pilot program be implemented from January to June in 1998. In order to attract the maximum possible number of passengers to take advantage of the transfer coordination, a promotion will begin in December 1997.

*Table 1. CURRENT FARE POLICY*

| Fare Category                     | SMART Intercity | Lodi Grapeline |
|-----------------------------------|-----------------|----------------|
| Adults Cash                       | \$1.10          | \$0.50         |
| Senior & Disabled Cash            | \$0.55          | \$0.25         |
| Child <sup>1</sup>                | Free            | Free           |
| Student Cash <sup>2</sup>         | \$0.85          | \$0.50         |
| Adult Monthly Pass                | \$40.00         | \$20.00        |
| Senior/Disabled Monthly Pass      | \$20.00         | \$10.00        |
| Student Monthly Pass <sup>2</sup> | \$30.00         | NA             |

- Notes: 1. Child Fare policy: SMART provides free child fare for up to three children under age 5, accompanied by an adult fare-paying passenger; Grapeline provides free child fare for up to four children under age 5, accompanied by an adult fare-paying passenger.
2. Lodi Grapeline does not offer Student Fare. Students pay the same fare as adults.

*Table 2. PROPOSED TRANSFER FARES: FROM GRAPELINE TO SMART*

| Lodi: Fare Category          | Grapeline to SMART                  | Saving |
|------------------------------|-------------------------------------|--------|
| Adults Cash                  | Special Grapeline Transfer + \$0.60 | \$0.50 |
| Senior & Disabled Cash       | Special Grapeline Transfer + \$0.30 | \$0.25 |
| Student Cash                 | Special Grapeline Transfer + \$0.35 | \$0.25 |
| Adult Monthly Pass           | Special Grapeline Transfer + \$0.60 | \$0.50 |
| Senior/Disabled Monthly Pass | Special Grapeline Transfer + \$0.30 | \$0.25 |

*Table 3. PROPOSED TRANSFER FARES: FROM SMART TO GRAPELINE*

| SMART: Fare Category         | SMART to Grapeline        | Saving |
|------------------------------|---------------------------|--------|
| Adults Cash                  | SMART Transfer (Costs 5¢) | \$0.45 |
| Senior & Disabled Cash       | SMART Transfer (Costs 5¢) | \$0.20 |
| Student Cash                 | SMART Transfer (Costs 5¢) | \$0.45 |
| Adult Monthly Pass           | SMART Transfer (Costs 5¢) | \$0.45 |
| Senior/Disabled Monthly Pass | SMART Transfer (Costs 5¢) | \$0.20 |
| SMART Student Monthly Pass   | SMART Transfer (Costs 5¢) | \$0.45 |

- Note: 1. In the event of future fare policy changes by SMART or Grapeline, fares will be adjusted accordingly.

### ***DIRECTIONS FOR FUTURE COORDINATION***

When completed, the pilot program will be evaluated in terms of ridership increase, revenue impact, operation, administration and public support. If the Transfer Coordination program meets the goals and objectives of interagency collaboration, SMART and the City of Lodi will jointly pursue support to further develop the program.

CITY COUNCIL

PHILLIP A. PENNINO, Mayor  
JACK A. SIEGLOCK  
Mayor Pro Tempore  
KEITH LAND  
STEPHEN J. MANN  
DAVID P. WARNER

# CITY OF LODI

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November 13, 1997

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City Clerk  
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Sacramento, CA 95825

Mr. Jerald L. Hughes, General Mgr./CEO  
San Joaquin Regional Transit District  
1533 East Lindsay Street  
Stockton, CA 95205-4498

SUBJECT: Approve Transfer Agreement between City of Lodi and San Joaquin Regional Transit District and Authorize the City Manager to Execute Said Agreement

Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, November 19, 1997. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the consent calendar and is usually not discussed unless a Council Member requests discussion. The public is given an opportunity to address items on the consent calendar at the appropriate time.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Alice Reimche, City Clerk, at (209) 333-6702.

If you have any questions about the item itself, please call Carlos Tobar at (209) 333-6800, ext. 678.

  
Jack L. Ronsko  
Public Works Director  
JLR/lm

Enclosure

cc: City Clerk ✓